

CURRICULUM M.A. PRODUCT MANAGEMENT

DISTANCE LEARNING, 120 ECTS

Semester			Module	Course Code	Course	ECTS	Type of Exam
FT	PT I	PT II					
1. Semester	1. Semester	1. Semester	Leadership	DLMBLE01-01	Leadership	5	Exam
			Product Discovery and Validation	DLMPROPVD01	Product Discovery and Validation	5	Exam or Case Study
			International Marketing	DLMMARE01	International Marketing	5	Exam
	2. Semester	2. Semester	Business Model Design	DLMIEEBMD01	Business Model Design	5	Written Assignment
			Product Delivery and Development	DLMPROPDD01	Product Delivery and Development	5	Exam or Written Assignment
			Advanced Research Methods	DLMARM01	Advanced Research Methods	5	Written Assignment
2. Semester	3. Semester	3. Semester	Managing Across Borders	DLMINTMAB01_E	Managing Across Borders	5	Exam
			Product Lifecycle Management	DLMDTMPLCM01	Product Lifecycle Management	5	Oral Assignment
			Sales and Pricing	DLMBSPBEO2	Sales and Pricing	5	Exam
			Advanced Growth Hacking	DLMGHAGH01	Advanced Growth Hacking	5	Case Study
	4. Semester	4. Semester	4. Semester	Seminar: Current Issues in Product Management	DLMPROSCPM01	Seminar: Current Issues in Product Management	5
3. Semester	5. Semester	5. Semester	Project: Customer Discovery and Product Delivery	DLMPROPCDPD01	Project: Customer Discovery and Product Delivery	5	Oral Project Report
			Quality Management and Sustainability	DLMEMQMS01	Quality Management and Sustainability	5	Exam
	6. Semester	6. Semester	Digital Analytics und Strategies	DLMMDAS01_E	Digital Analytics und Strategies	5	Case Study
			ELECTIVE A*		e.g. Digital Transformation and Product Management	10	
4.	7. Semester	7. Semester	ELECTIVE B*		e.g. Agile, Social and Creative Methods	10	
			8. Semester	8. Semester	Master Thesis		Master Thesis
Total						3	Presentation: Colloquium
120 ECTS							



You've already planned out exactly how your course schedule should look? Wonderful! The IU International University of Applied Sciences offers you the flexibility to choose any module you like from any semester. You can work on a number of modules at the same time or one by one.

* Electives: Choose two modules, every elective module can only be chosen once.

FT: Full-Time, 24 months
PT I: Part-Time I, 36 months
PT II: Part-Time II, 48 months

Elective A	Elective B
Agile, Social and Creative Methods Consumer Behavior and Brand Management Digital Transformation and Product Management Digitalized Production Entrepreneurship and Disruptive Innovation	Agile, Social and Creative Methods Big Data Applications Business Analyst Content Creation and Storytelling Consumer Behavior and Brand Management Data Science and Analytics Digital Transformation and Product Management Digitalized Production E-Commerce Entrepreneurship and Disruptive Innovation Innovate and Change Process Management with Scrum Project Management with Prince2 Salesforce Consultant Specialization Supply Chain Management Social Media Models and Creation UI/UX Expert

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You can find more information about your degree program in the module handbook on our website.